

In the Claims:

Please amend the claims as follows:

1. (Original) A method for advertising services or goods by means of enhanced video programming comprising:
 - populating a query database with button faces;
 - obtaining video programming for enhancement;
 - identifying attachment points within the video programming for enhancement;
 - associating button faces from selected queries with each attachment point;
 - recording the video programming with associated attachment points on suitable medium;
 - developing content sets associated with each button face and associated attachment point;
 - storing content sets in association with each button face and associated attachment point in an enhancement database;
 - retrieving content sets upon viewer activation of associated button face at associated attachment point;
 - compiling retrieved content sets into e-magazines; and
 - e-mailing compiled e-magazines to viewer.
2. (Original) The method of Claim 1 wherein the term button faces comprises logos of potential advertisers.
3. (Original) The method of Claim 1 wherein the term button faces comprises graphics depicting categories of queries.
4. (Original) The method of Claim 1 wherein the term button faces comprises masks with both logos of potential advertisers and categories of queries.
5. (Original) The method of Claim 4 wherein the masks are interactive menus.
6. (Original) The method of Claim 1 wherein recording comprises placing information at an addressable site on the internet and recording an address for the addressable site with the attachment point.

7. (Original) A system for advertising services or goods by enhanced video programming comprising:

a system for pre-production comprising:

- a programming source comprising video programming itself comprising a series of attachment points;
- a trigger database;
- a computer communicatively linked to the programming source and the trigger database; and
- a computer software product for associating triggers stored in the trigger database with the attachment points;

a system for viewing comprising:

- means of communicating the video programming and attachment points to the advanced set top box; and
- an advanced set top box communicatively linked to the trigger database comprising:
 - means of receiving the video programming and attachment points;
 - means of generating a television-viewable signal based upon video programming and attachment points;
 - means of receiving viewer requests based upon the television-viewable signal; and
 - means of transmitting the viewer requests to an enhancement server;

a system for production comprising:

- a content database containing magazine content associated with triggers contained in the trigger database;
- means of communicating with the trigger database; and
- the enhancement server for:
 - receiving communicated requests of the viewer;
 - translating communicated requests of the viewer based upon the associations stored in the trigger database;
 - retrieving content according to the triggers associated with the viewer request;
 - compiling an e-magazine based upon the retrieved content; and
 - e-mailing the compiled e-magazine to the viewer.

8. (New) The method of Claim 1, wherein the viewer activation is accomplished using any of a mobile phone, a mobile computing device, and a personal computer.
9. (New) A method for providing information comprising:
- enhancing content with identifier elements;
 - associating the identifier elements with any of product information , service information; and educational information.
 - presenting the enhanced content with identifier elements;
 - issuing a request for any of the product information, the service information, and the educational information using the identifier elements; and
 - delivering any of the product information, the service information, and the educational information.
10. (New) The method of Claim 9, wherein the request is issued using any of a mobile phone, a mobile computing device, and a personal computer.